

Message Text

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PAGE 01 MANILA 14105 021331Z

53

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 020606Z DEC 74

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE WASHDC 8758

UNCLAS MANILA 14105

E.O. 11652: N/A

TAGS: BBSR, RP

SUBJ: WTDR/FTI - LAGUNA TRADING

REF: UNCLAS USDOC 15008 AND 17550

1. PHILIPPINES 2. CNTRY CODE: 565 3. SER NO: NA

4. LAGUNA TRADING

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P.O. BOX 3221, MANILA; ACERO BLDG., 891 E. DE LOS SANTOS
AVE.

6. QUEZON CITY, PHILIPPINES

7. ESTBL: 1947 8. EMPL: 55 9. SIZE: (20-X) MEDIUM

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 10/74

13A. 28100/235 INDENTS, DIST. & IMP. INDUSTRIAL CHEMICALS

13B. 38112/235 INDENTS, DIST. & IMP. LABORATORY INSTRUMENTS

13C. 34290/235 INDENTS, DIST. & IMP. HARDWARE ITEMS

13D. 35230/235 INDENTS, DIST. & IMP. RICE MILLS

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MANILA 14105 021331Z

13E. 28190/235 INDENTS, DIST. G IMP. ANALYTICAL REAGENTS

13F. 28652/235 INDENTS, DIST. & IMP. SYNTHETIC ORGANIC
ACIDE

13H. 28414/235 INDENTS, DIST. & IMP. GLYCERINE

13I. 33120/235 INDENTS, DIST, & IMP. STEEL SHEET PILINGS

14. OFFICER: GEMINIANO ONG ACERO, PROPRIETOR-MANAGER

15. CABLE: "LAGUNA" MANILA 16. TELEX: NA

17. PHONE: 973-111 & 973-511

18. FINANCIAL REFERENCES: EQUITABLE BANKING CORPORATION,
MANILA AND BANK OF AMERICA NT & SA, MAKATI, RIZAL; PHILIP-
PINES. TRADE REFERENCES: SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: DIFCO LABORATORIES,
NEW YORK, N.Y., CULTURE MEDIA, SENSITIVITY DISCS; RIODEL-
DE HAEN A. G., SWEDEN, ANALYTICAL REAGENTS AND CHEMICALS;
HENKEL INTERNATIONAL GMBH, DUSSELDORF, WEST GERMANY, PHARMA-
CEUTICALS AND CHEMICALS; DESAGA GHSH, WEST GERMANY, LABORA-
TORY EQUIPMENT AND ACCESSORIES; W. C. HERAEUS GMBH, WEST
GERMANY; LABORATORY EQUIPMENT AND ACCESSORIES; YAWATA IRON
WORKS & STEEL COMPANY AND FUJI STEEL CO. LTD., BOTH JAPAN,
STEEL SHEET PILINGS, EXCLUSIVE AGENCIES ACQUIRED SEVERAL
YEARS AGO.

20. POST'S EVALUATION OF FIRM: HEAD OFFICE MAINTAINED IN
QUEZON CITY WITH BRANCHES IN MANILA AND STA. CRUZ, LAGUNA;
PHILIPPINES. ENGAGED AS INDENTOR, IMPORTER AND WHOLESALE
DISTRUBUTOR OF INDUSTRIAL CHEMICALS, LABORATORY INSTRUMENTS
AND SUPPLIES, HARDWARE ITEMS AND RICE MILLS. REQUIREMENTS
OBTAINED FROM WEST GERMANY, SWEDEN, ENGLAND, JAPAN AND UNITED
STATES; OTHERS OBTAINED LOCALLY. PRODUCTS MARKETED THROUGH
DIRECT ORDERS OF CUSTOMERS, THROUGH SISTER COMPANY, OVER-THE-
COUNTER PATRONAGE AND BY 5 SALESMEN COVERING GREATER MANILA
AREA. MAINTAINS ADEQUATE STOCKS AND FACILITIES FOR NORMAL
OPERATIONS. OFFICERS APPEAR EXPERIENCED AND QUALIFIED.
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PAGE 03 MANILA 14105 021331Z

FINANCIAL STATEMENTS NOT AVAILABLE EITHER THROUGH DIRECT RE-
QUEST OR FROM OUTSIDE NORMAL SOURCES BUT REPORTEDLY OPERATIN
ON A FAIR MARGIN OF PROFIT. CREDIT REPUTATION, SATISFACTORY.
RECOMMENDED AS A TRADE CONTACT FOR INTERESTED AMERICAN FIRMS.

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Message Attributes

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TAGS: BBSR, RP
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